

MALARIA GERMS CANNOT LIVE THREE MONTHS IN THE PURE OZONE AT ASHLAND. OUR PURE WATER HELPS.

ASHLAND TIDINGS

Oregon Historical Society
Auditorium

ASHLAND CLIMATE WITHOUT THE AID OF MEDICINE WILL CURE NINE CASES OUT OF TEN OF ASTHMA.

VOL. XLIII

ASHLAND, OREGON, TUESDAY, AUGUST 19, 1919

NUMBER 56

Reciprocity Watchword In Southern Oregon

If Ashland residents want to know just how they are regarded by tourists and visitors who come into this city, let them read the following from the Portland Telegram written by a member of the staff correspondence in a recent issue:

"Heard about it, have you? Well, it's right out that road and you can't miss it; there's a big bunch there ahead of you. Shoot right along and stay as long as you want. You never wear out your welcome here. See you later, stranger." That's what the auto tourist hears when he arrives in Ashland and asks where the auto park is located. And it isn't taffy; it's the straight unvarnished truth. The town wants him to stay and enjoy himself in one of the best sylvan auto parks and tourist camping grounds in all the West.

Southern Oregon's Way

California has to look to its laurels, for what is true in Ashland is true, except for the supremacy of the park in Medford, Grants Pass, Roseburg, Eugene, Albany, and right on up the state. But especially is it true in Southern Oregon, where a brand-new principle has been worked into the time-frayed phrases of welcome that have expressed the host's most ardent sincere greeting. For the English language is only so large and it has been used for a very long time welcoming the traveler, who existed in this world before the English language had a meaning of its own.

Southern Oregon is going after the tourist. And the tourist is beginning to like the method that is being used, which is reciprocity.

Without putting it in so many words, or without hinting at all that it is expected to be observed that the town has put itself to considerable expense and trouble to make him comfortable, the tourist gathers that impression. What does he do? He reciprocates.

Tourist Also Helps

It may be his sense of fair play or it may be just that he is nice and comfortable up there in Ashland's Lithia park, where natural lithia water is flowing all around, where a brook splashed by his tent, where a sulphur grotto gives him another brand for the evening cocktail, where the walks are electrically lighted at night, where gas plates are provided for the wife to do the cooking on, where a dozen other things contribute to his enjoyment of a life that he

intends to be care free and troubleless as long as he can make his vacation hold out.

So he says to wife, says he: "Min, oh, Min, we might as well sit tight here and have the garage man look over the differential; I think there is something loose in it. And I can't find that knock, either might have that fixed up. What d'ye say?"

"Gee, this gas plate is some different than stowing over a wood fire. An' I like the plunge down at the sulphur baths; did you try them? I'll go downtown and get a basket or two of grub so we can last out the week, and we can stock up again as we leave."

There you are; it's a little more help for the fellow that helps you. And Ashland saw it and put in more real money and hard work making it pleasant for the auto tourist than many a city a dozen times its size has believed it profitable to invest.

Not only is the live wire bunch down at the Commercial club backing the auto park for all they can scrape together to sink into it, but everyone in town from the youngest with his wooden sword and feathered war bonnet to the oldest resident, knows where the park is, the nearest road there from any given point, and anything else the tourist wants to know. And there is always the welcome and the proud question: "Heard about it, have ye?"

Does Not Forget Ashland

Well, it's a matter of reversal of the usual tourist motto. Not so long ago the unprotected tourist was plucked like a chicken in a cyclone, and if he limped home on four rims he had a good vacation and no kick coming. His motto then was "God helps them who help themselves." Now his motto might well be, "I ought to help that guy along; he's been mighty good to me."

It's live and let live and some of the towns, far down into the northern interior of California, are finding the fame of Ashland taking away their pet resources of revenue. The good news travels fast and the road camp news is reviewed at each camp, the name of Ashland standing brightly forth in the reviewing.

Out of the camp from six to eight autos of long-time campers are to be found every day. Some days there are as high as a dozen. The rest have drifted on for a run north to return later and stay a day or so more before hitting the home trail.

Finds Rogue River Valley Pleasant

"Ashland, Grants Pass and Medford, Ashland especially, are cashing in on the tourist as the result of a defined policy of fair treatment," states a staff correspondent of the Portland Telegram on his recent visit to this valley with the National Editorial association. "Crater Lake gives Ashland and Medford a big share of the routed tourist travel, altho many coming from the north go to the lake via the Gold Hill road out of Grants Pass. The up-and-down coast traffic is equally distributed between the three, the auto camp at Ashland, by far the largest and most convenient in the state, taking care of 40 parties nightly. Those preferring hotels to auto camps drift on a ways further to Medford if north bound or stop over there if south bound. Grants Pass and Ashland hotels, however, have nothing to complain of, as they have been consistently hanging up the sold out sign all the season."

"Ashland with its wonderful lithia springs and sulphur springs, its big Lithia park, as large as the town itself and as large as many cities ten times its size can boast of, its sulphur plunge and the auto camp with its gas ranges and other conveniences, including telephone booths, for use of tourists, is reaping a harvest of permanent residents. This season a half dozen of the auto parties lingering for the week at the auto camp have decided the live wire community is good enough for them and now own homes in Ashland and boost Ashland as if they were always residents."

Orchards Are Coming Into Their Own

Claude C. Cate, plant pathologist of Jackson county, has made the statement that it is a good sign that the banner year for Rogue River orchard production falls on the high priced fruit year. For this reason thousands of dollars will roll into the pockets of the orchardists, which in turn will go into improvements and will insure future production on a correspondingly large scale.

According to Mr. Cate twenty thousand acres of bearing orchards in Jackson county this year will produce 1500 carloads of fruit. The production in order of importance is pears, apples, peaches, apricots, plums and berries. For several years past a series of reverses have hurt the fruit production in this valley to such an extent that fruit raising had been given a bad eye, but this year the valley has come into its own and the faith of those who developed the big orchard areas will be repaid in full with a single year's crop.

Orchard managers report that they can use more help, not only during the picking and packing season now starting, but thruout the year. The young orchards coming into bearing are gradually increasing their yield annually, and will demand more attention yearly as this increase grows. Women are needed in the orchards picking the fruit and in the packing houses, while men are being engaged to do the heavier orchard work, such as handling the boxes and hauling them to the packers. For the next three months the orchards in the Rogue River valley will be a humming hive of industry.

Ashland Man Lost Auto in Big Fire

Benton Bowers, Sr., was among the unfortunate Elks in Klamath Falls to lose his automobile by fire last Thursday night, when the garage in which a large number of cars were housed during the Elks convention in session there, was burned. The building destroyed was a large two-story brick structure containing the Martin Brothers' garage. The fire was caused by the explosion of the gasoline tanks in the garage. Members of the fire department were assisted by several hundred Elks who rushed into the burning building and run out more than 50 cars which were stored in the garage. A Medford car was also burned.

Laundry Passes to New Management

Beginning Monday the Ashland Laundry Co., succeeding the Fisher Laundry company, began its reign with F. E. French, formerly of Kalispell, Montana, the proprietor as manager. For the present, Mr. French will conduct the business on practically the same lines as the former management, but later it is his intention to branch out largely in progressive lines as the business outlook presents itself. Mr. French is a laundryman of nineteen years' experience, and is much pleased with conditions in Ashland and the surrounding community, which he regards as a particularly fine field for building up and maintaining a first-class laundry business. Associating with him will be his son, Ralph French, also of Kalispell, who will arrive here with his wife in a few days.

Paving Being Laid On Pacific Highway

Work on the Pacific highway is progressing in good shape and with ordinary luck the actual paving will be rushed along. The latter part of the week saw the first "hot stuff" laid on the Siskiyou section, and this week the machinery is running along smoothly in operating the paving. It is expected that a good strip will be completed before bad weather stops progress this fall.

Marshfield.—E. A. Smith mill to be operated on three shifts.

Ashland Houses Are Practically Filled

It is practically impossible to find furnished houses and apartments in this city, according to the housing bureau that has recently been established by the Ashland Commercial club. Fall does not promise to bring any alleviation of conditions, as many families are coming to give their children the advantage of the Ashland schools which open for the fall term September 8.

In addition to temporary residents a marked increase in the number of newcomers who are here to stay has been noticed and, according to a real estate man, five times as much property has changed hands this summer as during any like period in the last seven years. Four visitors who intended to stay only over night at the Lithia park auto camp the past week have remained and are negotiating for property.

California Concern Buys Timber Tract

Another sale of Northern California pine timber announced last week is the transaction by which E. S. Collins, Portland lumber manufacturer, who came there a year ago from Coville, county, Wash., will convey the title to 40,000 acres in Lassen county, Cal., to the California Fruit Growers' Supply company of Los Angeles. The tract cruises approximately 700,000,000 board feet of choice sugar pine and a relatively small quantity of fir and cedar. The consideration to be paid Mr. Collins declined to disclose. He left Friday for the South to complete the deal, having been definitely informed by the purchasers that they are ready to close the transaction, which will provide for payments covering a period of 10 years.

Mr. Collins' understanding is that the purchasing company intends to commence immediately the manufacture of lumber, part of which will be box shooks for use by Southern California fruitgrowers. Susanville, which is just east of the Collins tract, is eager to be chosen as the manufacturing point. The tract lies between Eagle Lake and the property of the Red River Lumber company. It is adjacent to a Southern Pacific branch line and the Western Pacific's branch line to Lakeview, Oregon.

Bishop Preached At M. E. Church

Bishop Matt Hughes preached at the Methodist Episcopal church on Sunday last. The Bishop has lectured twice at our Chautauqua, so our people knew something of his eloquence; but in sermonizing is where his real power shows. He has a style resembling Bishop McIntire—one of the greatest of the Methodist Bishops—and is graceful and forceful. As an analyst he is convincing. His text was that superb epitome of human worthiness given by Paul in his letter to the Galatians, "But the fruit of the spirit is love, joy, peace, long-suffering, gentleness, goodness, faith, meekness, temperance."

The Bishop said the fruit of the spirit is the real man—the inward and the outward, the whole being in his relations to his fellows. If he does not show in his daily walks and acts the requisites laid down by Paul, then he is not what he should be—for his own good and for the good of others.

The auditors carried away a vivid picture of the true life—an indelible impression of the words of Paul, which should be the determination of every man and woman.

In logic and oratory Bishop Hughes is worthy to stand with the great bishops of the Methodist church. None but great preachers—or young men showing the sure seeds of greatness—are ever chosen for bishops in this exalted church—one of the world's most potent influences.

WEATHER FORECAST FOR COMING WEEK

Forecast for the period August 19 to August 23, 1919, inclusive. Pacific coast states: Generally fair; normal temperature.

Fire Destroyed Much Property Last Night

Ashland was visited last night by one of the most disastrous fires

that has occurred here for several years. The fire took the planing mill on B street, a residence adjacent belonging to Mrs. Victoria Mickelson and a barn belonging to E. F. Smith. Besides these buildings a large amount of lumber in the mill belonging to several citizens of the city was virtually destroyed, while practically all the residents in that vicinity suffered some loss from their buildings catching fire and trees and gardens being scorched by the terrific heat. The entire loss is upwards of \$10,000.

The fire was first discovered shortly before 10 o'clock and was burning fiercely in the mill. On account of the extreme dryness of the lumber and inflammable stuff about the structure it was no time until the whole building was a mass of flames, and the fire department turned their energies toward saving adjacent buildings. As it was the homes of Mrs. Mickelson, E. F. Smith, W. J. Dougherty and others were there. The loss is not only a great one to the people interested, but will be a blow to the community as this industry was engaged in turning out considerable box shooks, a product in great demand at this time.

Grants Pass Loses: Weed Is Next Victim

Grants Pass came again last Sunday.

In fact they came several times across the home plate—ten in all. Ashland also did quite a little coming home in an uphill fight and finally demoralized the visitors to a tune of seventeen to ten.

It was the kind of game the fans like; lots of hitting, lots of running and lots of baseball of every brand. Anyone who didn't get his full money's worth was looking for something that isn't included in or out of the baseball rule book.

And the way the local lads came from behind, Grants Pass having them seven to one in the third inning, but gradually losing the lead and finally going clear up in the air in the eighth.

Ted Hill, who was lured away from his pear orchard down by Central Point long enough to spend the afternoon with us, was the bright particular star of the day. He caught a wonderful game and got five hits out of six times at bat which is going some. Lilly, on the other hand, had the offest kind of an off day and struck out three times, getting only one measly hit. All of the rest of the boys got one or two. Pelouse got three and McIntire, the latest addition to the Ashland aggregation, heaped the horsehide over into the half-air for a homer in the eighth. McIntire played a speedy game and is a welcome addition to the local forces.

Wilson was on his toes and played a better all around game than he has yet this season but couldn't seem to get the stuff on the ball that he had on the last "at home" for Grants Pass. He was touched for ten hits. The home guard got nineteen so everybody was satisfied except Beriss and Coleman who pitched for the visitors.

Just why two teams who can play a game like that 2-0 match two weeks ago, should bust loose with a mixture like Sunday's, is one of the mysteries of baseball. In fact it is just this uncertainty which makes baseball the greatest game in the world. But the average onlooker preferred the last game so why should we wonder?

Next Sunday Weed will come up to Ashland. Ed Anthony, probably the best bush twirler in California, is pitching for the lumber town team. He held Yreka to a couple of scratch hits and struck out fourteen men last Sunday. The locals are putting in some hard licks this week and will be ready for the Californians. One or two weak spots will be patched up and with Sunday's hit and error fest off their chests the home boys ought to do some real performing.

Young Men Held For Starting Fires

Charles Drexler, James Johnson and David Smith, three young men of the Butte Falls district, were held to the grand jury by Justice Taylor at a preliminary hearing Thursday on the charge of starting fires in that district. The charge was brought by T. M. Talbot, federal forestry service examiner, who in his affidavit charges that on August 2 they deliberately started several fires near the junction of Buck Creek and the south fork of the Rogue river on the timber land of the Rogue River Timber company. The evidence against them was purely circumstantial and they did not testify nor present any defense. They furnished bonds of \$500 each.

Co. Supt. Issues Report of Schools

Superintendent G. W. Ager of the Jackson county schools has issued the financial statement of the schools for the year ending June 16, 1919, as compiled from the school clerks' annual report. His report shows that the pupils over four and under twenty years of age in the schools number 5,733. Number of teachers employed during the year, 27 males, 228 females. Number of teachers holding certificates based on graduation from standard normal schools, seven males, 51 females. Number of teachers holding certificates based on graduation from standard colleges or universities, 11 males, 37 females. Number of teachers holding special certificates, 8. Number of teachers holding temporary permits, 2 males, 24 females. Number of certificates registered during the year, 20 males, 120 females. There are 112 school houses in the county, and of these 103 were in operation during the past year.

Stephen A. Mather Visits Ashland

National Park Superintendent Stephen A. Mather, together with the landscaper of National parks, was in Ashland between trains on Monday and looked over the park with Mr. Greer. Mr. Mather has been, and is very much interested in the Ashland development. He thinks Ashland has a big future along tourist lines. He will likely stop on his return from Crater Lake for a couple of days and take in some of our side attractions with Mr. Greer.